

Program Description

Great Ideas Aren't Enough

Selling Ideas to an Indifferent World

Keynote or Concurrent Session

Themes: understanding internal customers, applying sales and marketing to other disciplines

Today's professional needs all the skills of a company COO — plus sales and marketing. To sell new practices up and down the corporate pyramid, you need to motivate others to change, and to market your ideas to a complex and often indifferent clientele.

This fast-paced talk offers a proven framework that separates client departments into four types based on their values, then gives a concise explanation of how to best interact with each type. This session then reviews proven marketing techniques that apply, and teaches an executive sales practice that is effective at selling concepts.

Key points in this presentation:

It is getting tougher to sell ideas. All audiences have higher standards and shorter attention spans, and are becoming very selective about the messages they will "hear:"

A quick review of basic motivational theories provides the learning foundation. To break through the barriers, we review the theories behind personal motivation.

Consciously branding yourself is vital. The first point in getting others to see you as credible is the development of a strong, positive personal brand.

Who are your clients? Recognize that individual departments have differing styles and cultures, and therefore will better respond to different messages.

Define their style. Based on the client's need for information and desire for a personal relationship, a four quadrant model is built that explains the best way to sell an idea to the different groups.

Adjust your message to their style. Learn concise, practical skills that work with each population.

All of these points are illustrated with true stories and vignettes from modern business life. Karl is a storyteller who is very comfortable with his material, and can connect issues from many business disciplines with an audience of any level, in any business.

